

Westchester
Town Center
Business Improvement District

2016 Annual Planning
Report

Westchester Town Center Business Improvement District 2016 Annual Planning Report

District Name

This report is for the Westchester Town Center Business Improvement District (District). The District is operated by Westchester Business Improvement Association, Inc., a private non-profit organization.

Fiscal Year of Report

This report applies to the 2016 Fiscal year. The District Board of Directors approved the 2016 Annual Planning Report at its Regular Meeting of October 15, 2015.

Boundaries

There are no changes to the District boundaries for 2016.

Benefit Zones

The District has two benefit zones. For 2016 there will be no changes to the District's benefit zones.

2016 Improvements, Activities and Services

Ambassador: \$71,500 (15.78%)

The purpose of the Ambassador Services Program is to provide a readily identifiable, uniformed presence to assessed parcels that will observe and respond to situations in the vicinity of those parcels and their parking facilities. Ambassadors will enhance the appearance of safety and the comfort level of customers, employees, visitors, owners and tenants as they travel to and from assessed parcels. In 2016, generally, an ambassador will be deployed 40-hours per week, including selected weekend days, by bicycle or foot patrols as deemed appropriate. These personnel will provide directions or assistance; serve as a liaison to the LAPD; coordinate the provision of homeless services; warn and advise trespassers and panhandlers; and, respond to visitor inquiries.

Landscape Maintenance, Sanitation & Beautification: \$143,000 (31.56%)

The purpose of the Landscape, Sanitation, and Beautification Services Program is to maintain the sidewalks and landscaped public areas adjacent to each assessed parcel at a level of cleanliness and attractiveness higher than would exist with only baseline City services. In 2016, these activities may include, but are not necessarily limited to, the following: street sweeping; sidewalk pressure washing; graffiti removal; sticker removal; street litter pick-up; planting of new or replacement trees; and, irrigation and operation of landscaping, trees, and other improvements that may be installed by the District.

Marketing & Promotions: \$44,000 (9.71%)

The purpose of the Marketing and Promotions Program is to promote the business activities and opportunities occurring on assessed parcels in the District. Marketing, promotions, and public relations initiatives will disseminate information and awareness about Westchester Town Center's identity, brand, and business opportunities to convey a positive image to consumers, visitors, and investors. In 2016, these activities may include, but are not limited to, the following: street banners; holiday decorations; a website; a newsletter; special printing, graphics or advertising; public relations activities; special events or activities; placement of promotional materials in various media; creation and operation of "shop local" incentive programs; etc.

New Business Attraction: \$11,214 (2.47%)

The purpose of the New Business Attraction Program is to attract businesses to assessed parcels in the District. New business attraction efforts will provide growth in the number of businesses, increase the size of existing business, and present new opportunities for Westchester Town Center property and business owners. In 2016, these efforts may focus on specific new businesses / tenants being recruited to the District or general future expansion that significantly affects the District, and may be undertaken by District employees or contractors. In the past the District sponsored an Urban Land Institute Technical Advisory Panel, the preparation of an economic analysis to identify future opportunities for the District, and outreach to LAWA to seek mutually acceptable common interests for the future.

Policy Development, Management & Administration: \$66,000 (14.56%)

The purpose of the Policy Development, Management, and Administration Program is to create a well managed District that optimizes the use of the assessment funds through effective vendor selection and contract management; excellent communications with stakeholders; effective advocacy on behalf of parcel owner interests; effective board and committee coordination; and, sound fiscal management. In 2016, the District will be managed / administered by a contracted, professional executive director who may utilize administrative and technical support as needed.

Office, Insurance & Other: \$38,500 (8.50%)

The purpose of the Office, Insurance, Accounting, and Other budget item is to fund the various administrative costs associated with providing the District's services to assessed parcels. These costs implement all other District improvements, activities, and services. In 2015, this budget category may include, but not be limited to, the following: office supply, material, insurance, accounting, bookkeeping, service, rental, telephone, meeting expense, database, computer, furnishing, equipment, and other necessary expenses.

Uncollected Assessment Reserve: \$78,959.15 (17.42%)

The purpose of the Uncollected Assessment Reserve is to provide an accounting cushion for any revenue shortfall that might be created in any particular year for assessments that are not paid timely through the County of Los Angeles. This is a temporary reserve that has been established to offset such temporary revenue shortfalls.

Total estimate of Cost for 2016: A breakdown of the total estimated 2016 budget is attached to this report as **Appendix A**.

Method and Basis of Levying the Assessment

The Method and Basis for levying the 2016 assessment remains the same as listed in the Management District Plan. Annual assessments are based upon an allocation of program costs and are a combination of lot size, building square footage and lot front footage with the rates depending on whether the parcel does or does not front Sepulveda Boulevard.

Westchester Town Center 2016 Assessment rates

Parcels On Sepulveda

Blvd

Lot Area	\$0.0637
Frontage	\$7.8809
Bldg Sqft	\$0.0937

Parcels Not On Sepulveda Blvd

Lot Area	\$0.0318
Frontage	\$3.9405
Bldg Sqft	\$0.0468

The District's Management District Plan allows for a maximum annual assessment increase of 3%. The Board voted no (0%) increase for 2016.

The District's 2016 Total Assessment is \$314,413.38.

Surplus Revenues

At the end of 2015, the District will have an estimated \$138,759.77 of surplus revenue that will be rolled over into 2016 budget. The District Board of Directors authorized the rollover at the October 15, 2015 Board of Director's meeting.

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2016.

Contributions from Sources other than assessments: \$0

There are no anticipated sources of fund for 2016.